



USDA Weekly Retail Turkey Feature Activity

Fri. Sep 07, 2007

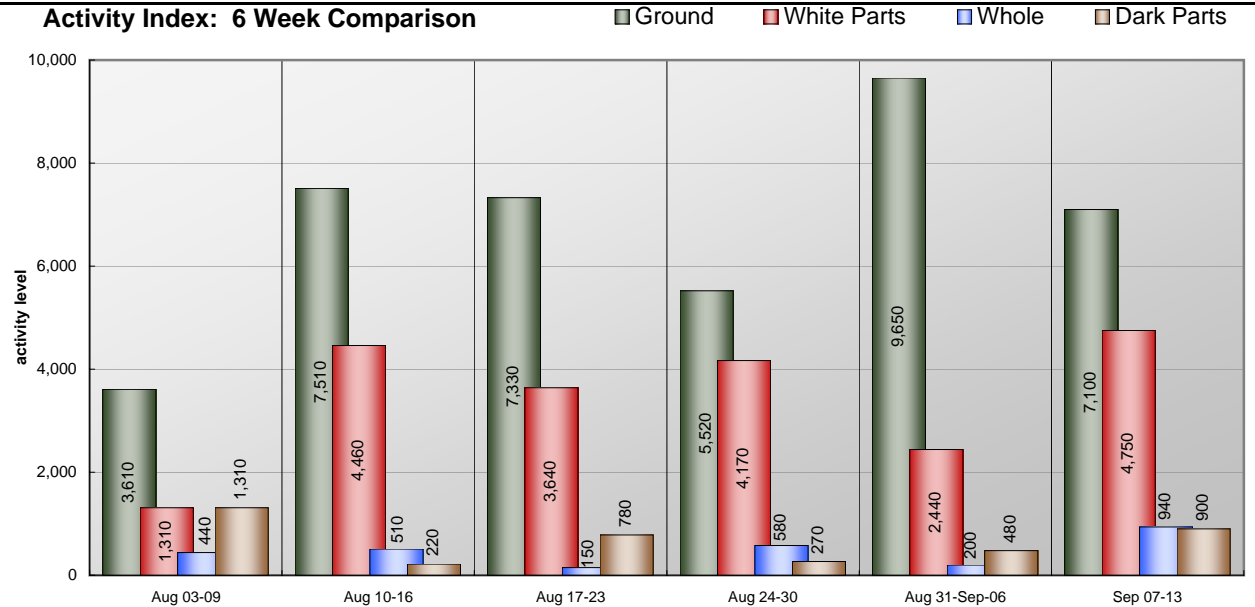
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/07 thru 09/13.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	41.5% of 17,000 outlets		45.9% of 17,000 outlets		51.6% of 17,000 outlets	
Special Rate 4/	3.4%		0.8%		5.8%	
Activity Index 2/	14,690		13,780		13,660	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	450	1.14	10	1.18	160	1.10
" - Toms	30	1.19	10	1.18		
Frozen - Hens	230	0.72	180	0.99		
" - Toms	230	0.72				
PARTS:						
Breast:						
Bone-in, whole						
Fresh	390	1.96	120	1.94	290	1.96
Frozen	560	1.61	360	1.47	350	1.58
Hotel Style						
Fresh	610	0.94				
Frozen						
Split, bone-in						
Fresh	230	2.94				
Rotisserie	470	7.74	650	6.40	820	5.44
Boneless, whole						
Cutlets	980	4.25	760	3.86	2,100	4.10
Cutlets, thin sliced			550	3.97	560	4.09
Strips	560	4.19				
Tenders	950	3.94			1,440	3.91
Marinated Tenders	620	3.89	1,000	3.40		
Drumsticks						
Thighs	450	1.46	100	1.35	40	1.34
Wings					20	1.39
Necks	450	1.46	100	1.35	20	1.49
Smoked Drumsticks			150	2.18	40	1.67
Smoked Wings			130	2.29	10	2.49
Smoked Necks						
GROUND TURKEY:						
Patties	7,100	2.62	9,650	2.45	7,670	2.47
Sausage	1,690	2.51	1,400	2.67	440	2.73
85% lean	1,350	2.40	3,070	2.50	1,560	2.43
93% lean	1,060	1.79	1,420	1.85	570	1.69
Breast	1,680	2.33	2,930	2.24	3,810	2.04
	1,320	4.00	830	3.66	1,290	4.02
Rolls (frsh/frz 1 lb.)	380	1.09	10	1.49	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

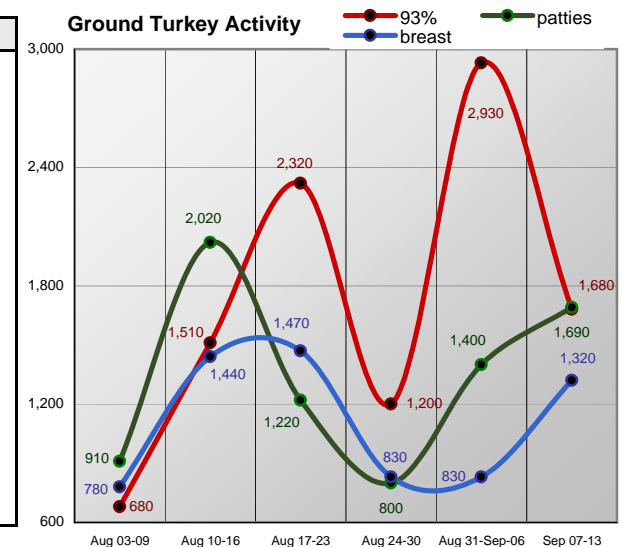
Activity Index: 6 Week Comparison



Turkey Featuring - 09/07 thru 09/13

Retail featuring of turkey products is up in the post-Labor Day period with a broad offering of items across the country and a slight focus shift away from ground turkey to parts. Whole birds are featured more frequently, predominately on the West Coast, with a notable number of stores offering kosher birds for the upcoming Rosh Hashanah (Jewish New Year) holiday on September 12. Whole breasts continue to be offered with frozen breasts featured at higher average prices. Boneless white parts of all types are common in ad space and at higher asking prices. Dark parts increased in offer late in the ad cycle on higher average sale prices. Ground turkey featuring is less active than last week but all categories are well-represented at mostly lower average feature prices.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	38.5% of 7,950 sampled outlets 4.1% of stores w/ no-price promotions Activity Index = 5,840			40.1% of 5,300 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 5,040			49.2% of 3,750 sampled outlets 6.6% of stores w/ no-price promotions Activity Index = 3,430		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99 - 1.19	140	1.03				1.19	310	1.19
" - Toms	1.19	30	1.19						
Frozen - Hens				0.69	210	0.69	0.99	20	0.99
" - Toms				0.69	210	0.69	0.99	20	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	350	1.99	1.49	20	1.49	1.99	20	1.99
Frozen	1.49 - 1.99	200	1.58	1.39 - 1.89	330	1.62	1.69	30	1.69
Hotel Style									
Fresh	0.87 - 0.99	610	0.94						
Frozen									
Split, bone-in									
Fresh	2.29 - 2.99	230	2.94						
Rotisserie	6.45 - 7.99	100	6.82	7.99	240	7.99	7.99	130	7.99
Boneless, whole									
Cutlets	3.49 - 3.99	160	3.94	3.69 - 4.99	430	4.11	4.54	390	4.54
Cutlets, thin sliced									
Strips				3.69	230	3.69	4.54	330	4.54
Tenders	3.99	50	3.99	3.69 - 4.39	430	3.88	3.99	470	3.99
Marinated Tenders	3.73 - 4.26	160	3.96	2.66 - 4.26	150	3.06	4.26	310	4.26
Drumsticks	1.19 - 1.59	430	1.46	1.59	20	1.59			
Thighs									
Wings	1.19 - 1.59	430	1.46	1.59	20	1.59			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.79 - 2.99	990	2.45	2.00 - 3.00	560	2.48	3.00 - 3.49	140	3.06
Sausage	1.83 - 3.27	790	2.51	1.79 - 2.46	420	2.30	2.06 - 2.86	140	2.15
85% lean	1.89	60	1.89	1.19 - 2.31	850	1.76	1.59 - 2.00	150	1.97
93% lean	2.00 - 2.99	600	2.41	1.66 - 2.68	640	2.31	1.99 - 2.79	440	2.26
Breast (99-100% lean)	3.68 - 4.22	510	3.98	3.84 - 4.39	280	4.03	3.99	530	3.99
Rolls (frsh/frz 1 lb.)	1.00	130	1.00	0.85 - 1.99	250	1.13			